

### Abstract of the Disclosure

Methods, systems and program products for tracking the distribution of information (e.g., television programming) to viewers. Tracking is accomplished by inserting a tracking identifier within the information. When a client (e.g., a television set top box) receives the content, it extracts the tracking identifier, and transmits the identifier to a server. When the server receives the tracking identifier, it records the tracking identifier on a storage device for analysis. In one embodiment, the information includes television programs, and the tracking identifier is transmitted in the programs' blanking intervals.